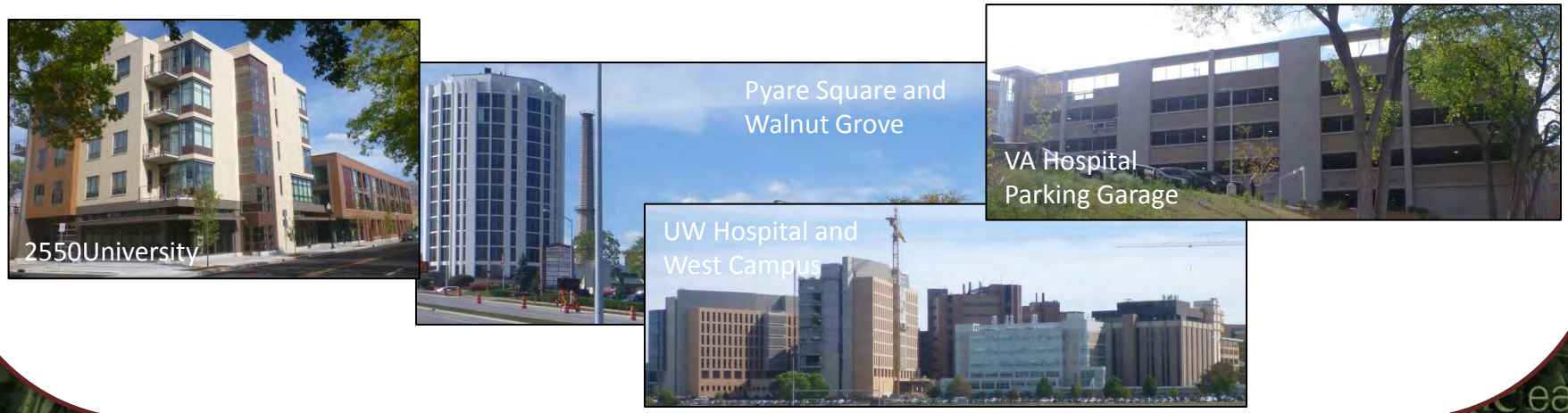
Near Westside Neighborhood and University Avenue Corridor Transportation Study

Presentation Outline:

- **Brief Review of Study Scope, Background, and Current Conditions**
- **Results of Online Survey and Workshop #1**
- **Top 4 Issues**
  - Enhanced transit/mode shift
  - Pedestrian/bike crossings of University Avenue
  - Commuter parking
  - Cut through traffic
- **Display materials for review and comment**

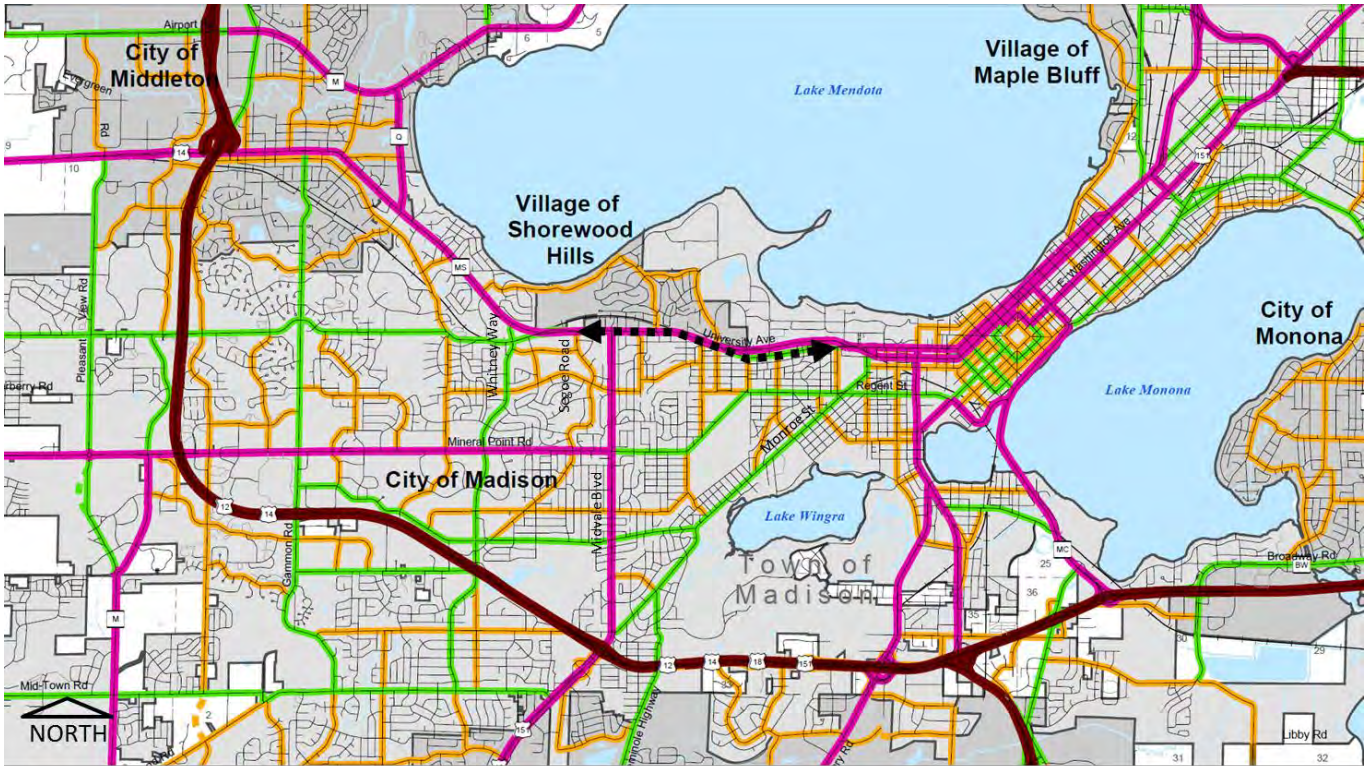
Reason for Study:

- **University Avenue Corridor**
  - Transportation artery carrying about 55,000 vehicles per day
    - Few non-freeways in WI carry volumes over 50,000 vpd
    - Most are in Madison (Natural Geography)
  - Near capacity currently during peak travel periods
  - Redevelopment in the City, Village, and on UW Campus



Study Limits and Overview:

- **Study Corridor**



Functional Classifications

- Principal Arterials- Interstate
- Principal Arterials- Other Freeways
- Principal Arterials - Others
- Minor Arterials
- Collectors - Urban
- Collectors - Major, Rural
- Collectors - Minor, Rural

University Avenue Study Corridor

Study Corridor is from Segoe Road to Breese Terrace

Map Source: Madison Area Transportation Planning Board

Study Limits and Overview:

- **Study Scope and Schedule**

Phase 1 – Needs, Base and Future Conditions

- TIA Review for West Campus Area
- Regional Traffic Review
- Base and Future Operations
- Meetings
  - 2 Workshops

Jan. - May 2013

Phase 2 – Solutions and Improvement Analysis

- U-Bay & Farley Intersection
- University Avenue Corridor
- Regent Neighborhood
- Shorewood Hills
- Meetings
  - 2 Workshops

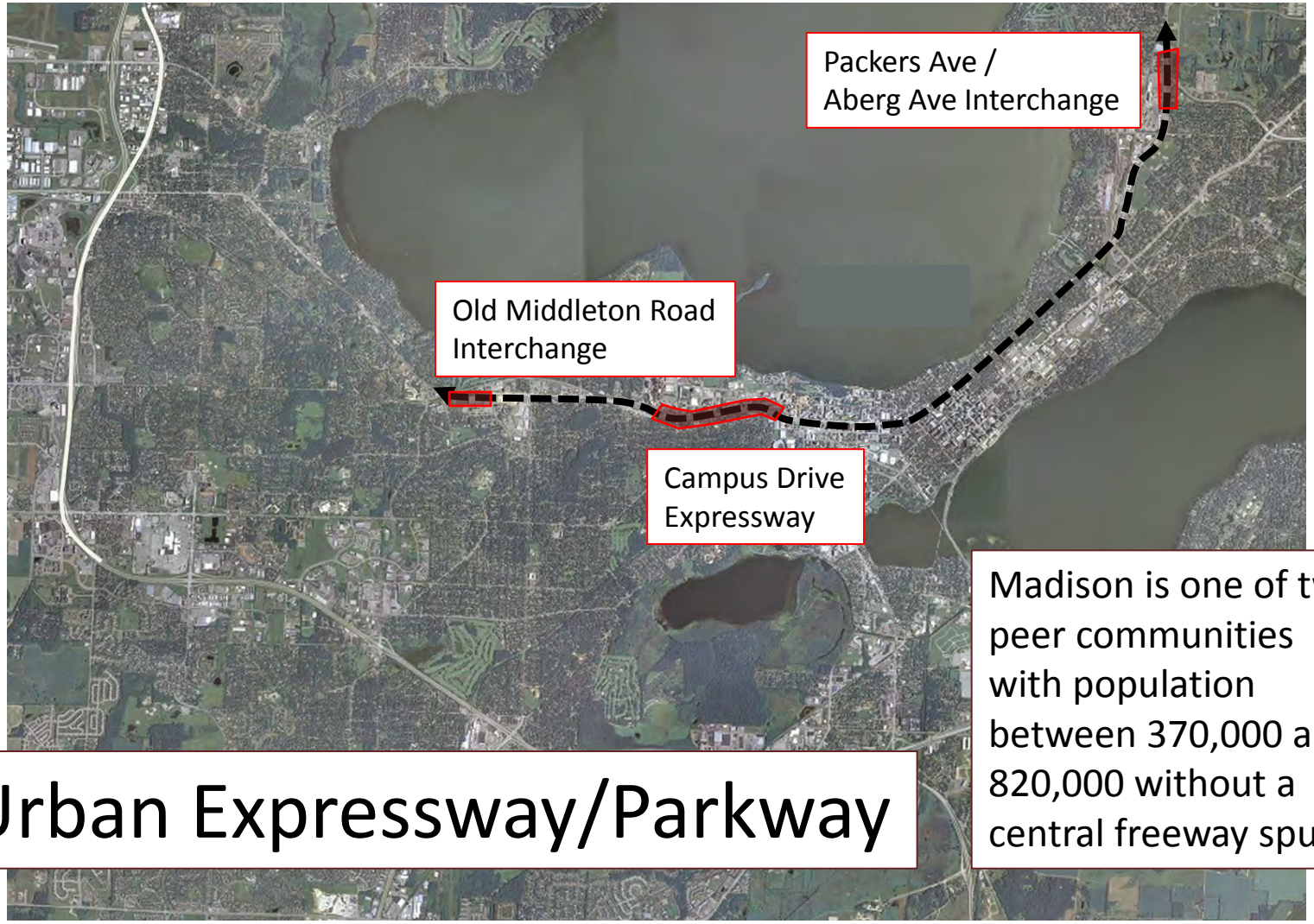
June – Sep. 2013

Phase 3 – Implement-ation and Final Reports

- Funding Opportunities
- Short-Term, Long-Term, and Implementation Report
- Meetings
  - 1 Public Meeting

Sep. – Dec. 2013

Background and Current Conditions:

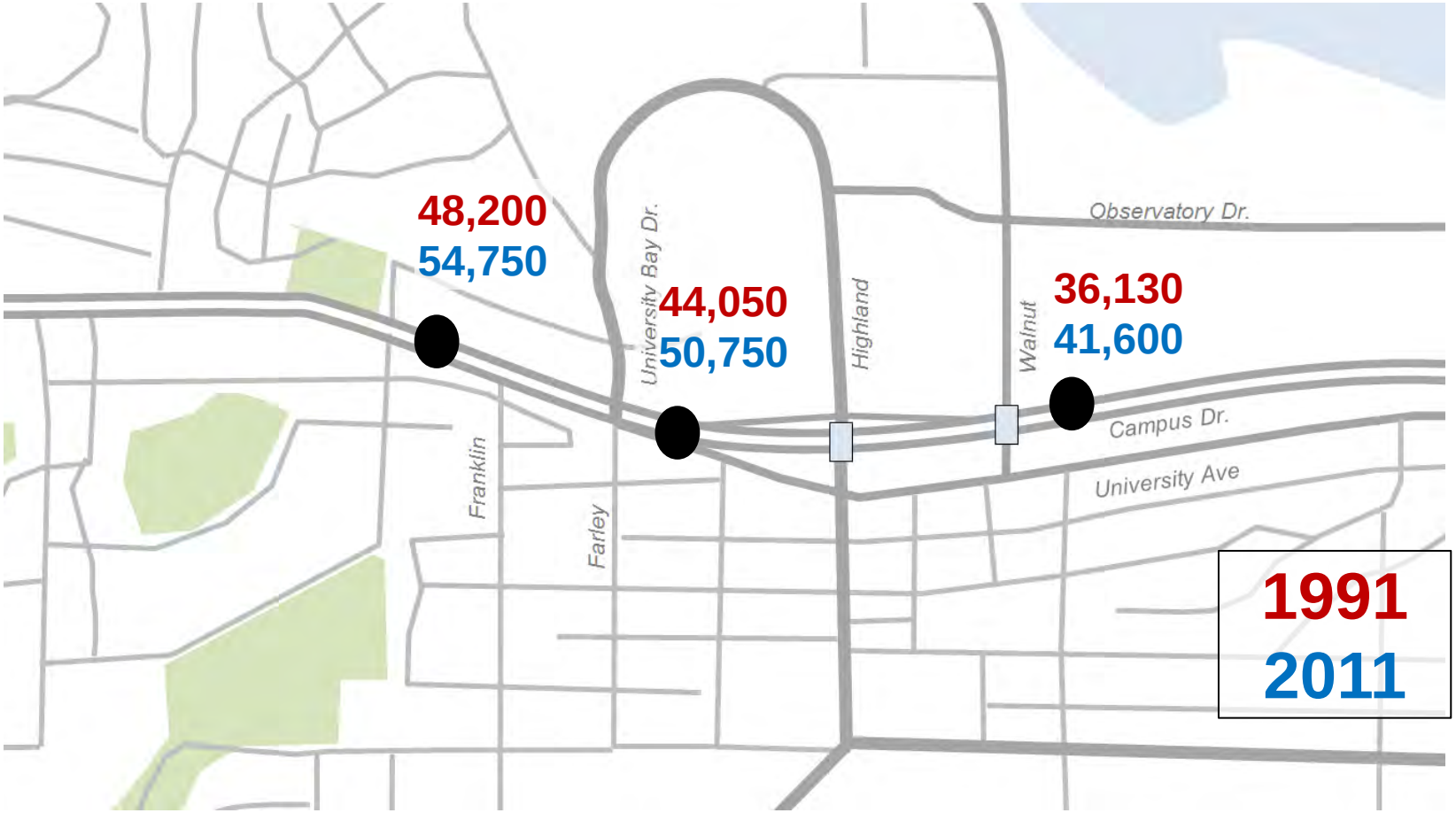


Urban Expressway/Parkway

Madison is one of two peer communities with population between 370,000 and 820,000 without a central freeway spur

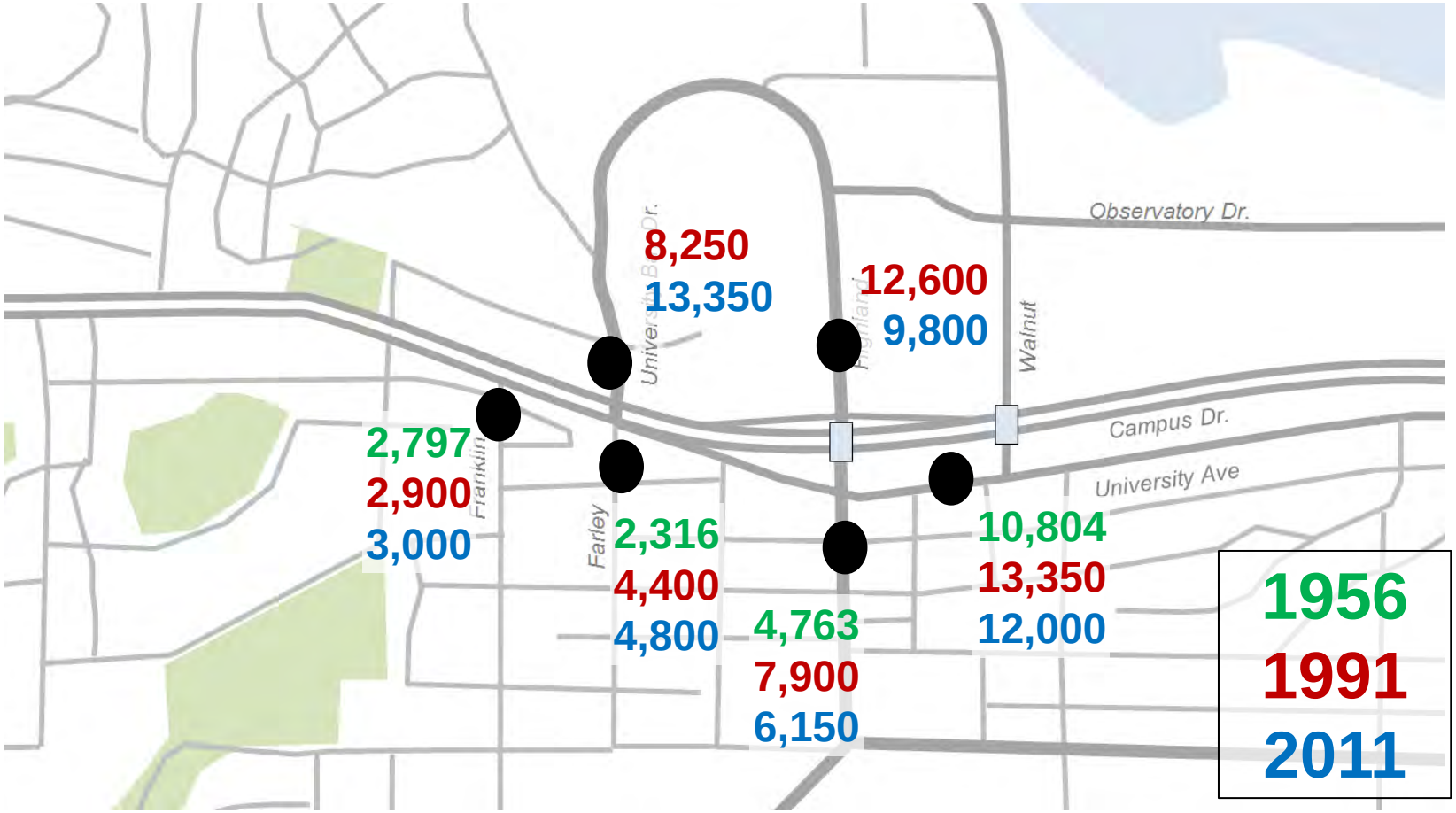
Traffic Volumes

- Generally have **increased** on University Ave/Campus Dr.



Traffic Volumes

- Generally have **maintained or decreased** on sidestreets between 1991 and 2011



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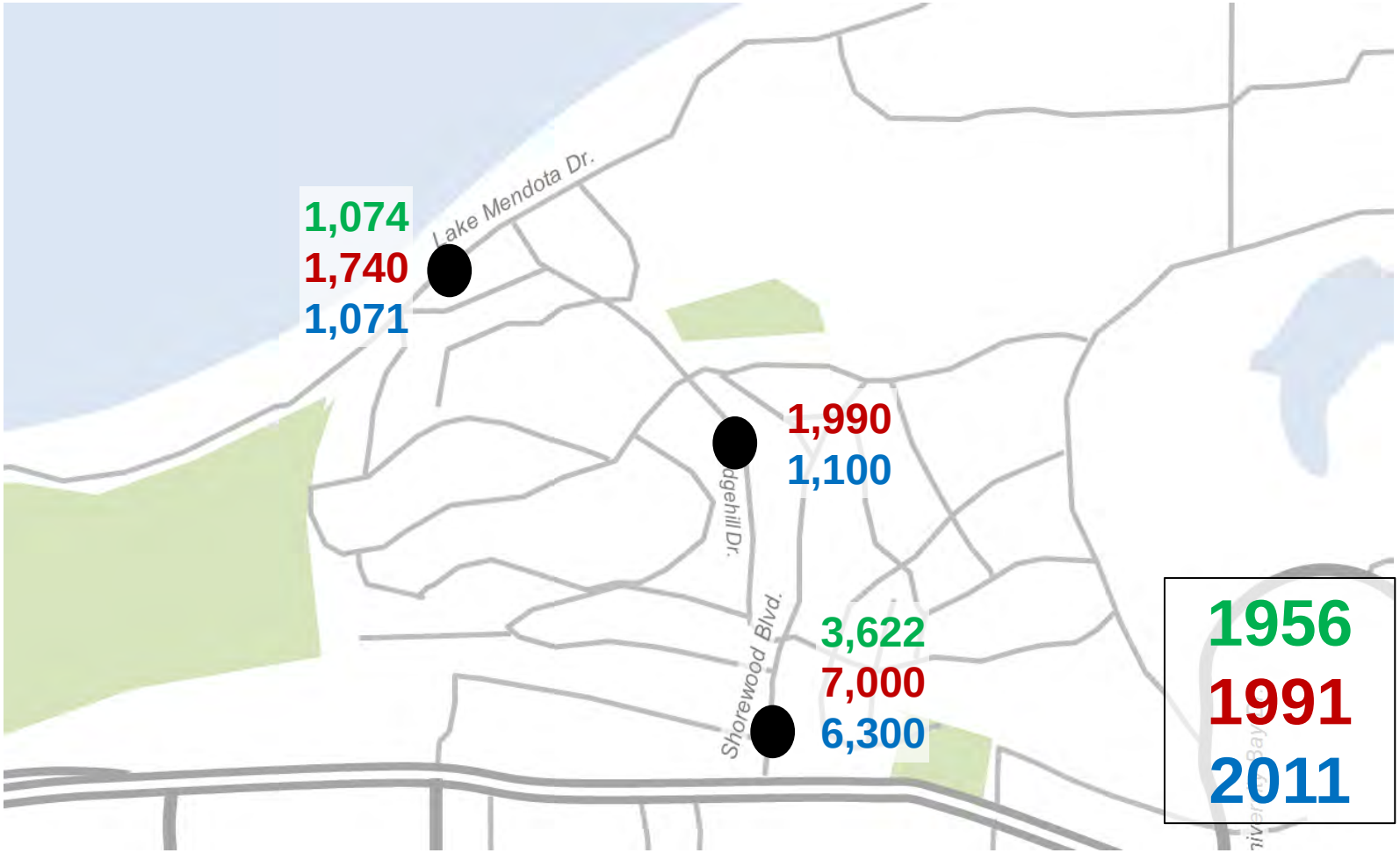
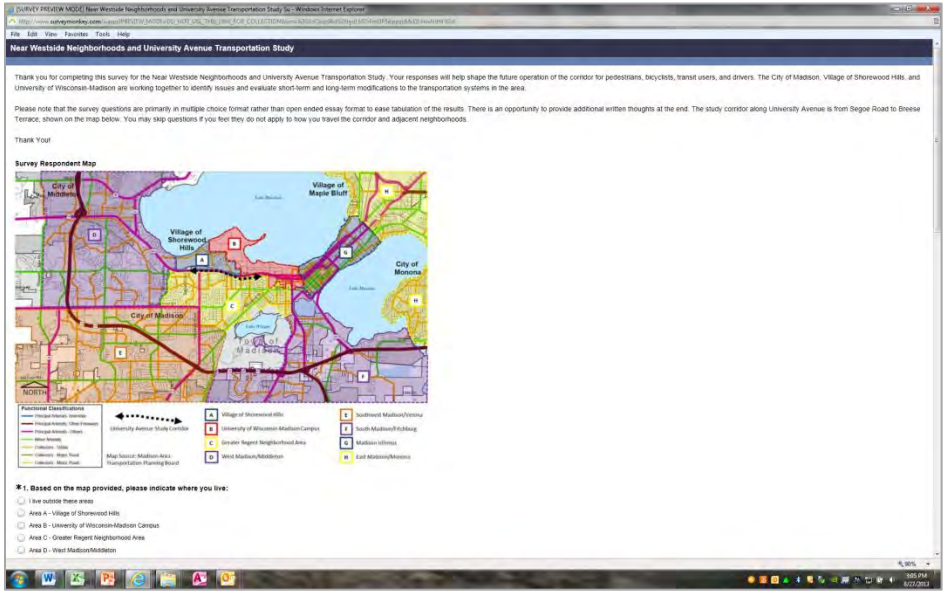


Results of Online Survey:

- Over 1,000 Responses
- 34% live in the Village
- 33% live in the greater Regent neighborhood
- 29% work at UW, 11% on the Isthmus



Results of Online Survey:

- **Traveling the corridor – at least a few times per week:**

	Village	Regent Neighborhood	Overall Survey
Drive to work	76%	46%	**60%**
Drive for errands	94%	79%	**81%**
Metro Transit	15%	33%	**27%**
Bicycle	46%	48%	**42%**
Walk	38%	42%	**32%**

Results of Online Survey:

- **Motor vehicle issues - ranking:**

	Village	Regent Neighborhood	Overall Survey
Peak congestion along corridor	1st	2nd	**1st**
Crossing or left-turns out	2nd	5th	**2nd**
Congestion at major intersections	3rd	1st	**3rd**
Left-turns from University	4th	4th	**4th**
Speeds	5th	3rd	**5th**

Results of Online Survey:

- **Neighborhood transportation issues - ranking:**

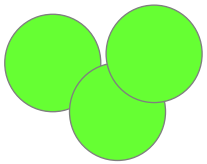
	Village	Regent Neighborhood	Overall Survey
East-west bike connections	1st	1st	**1st**
Bike/ped crossings	3rd	2nd	**2nd**
North-south bike connections	4th	3rd	**3rd**
Cut-through traffic	2nd	5th	**4th**
On-street commuter parking	5th	4th	**5th**

Results of Online Survey:

- **Level of corridor modifications:**

	Village	Regent Neighborhood	Overall Survey
Small to manage impacts	55%	59%	**60%**
Major to prevent and/or reverse impacts	35%	32%	**30%**
None	10%	9%	**10%**

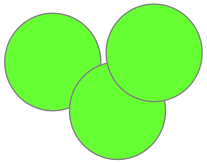
Results of *Shorewood Hills* Workshop #1



- **Dot Exercise and Written Comments**
  - Reduce cut through traffic (15 dots)
  - Implement light rail/improved transit (8 dots)
  - Improve bike/ped crossings (7 dots)
  - Provide park and ride lots (5 dots)
  - Reduce speeds on local streets (3 dots)
  - Improve bike system connections (3 dots)

  - *Continue to encourage mode shift* (16 dots)

Results of *Greater Regent Neighborhood* Workshop #1



- **Dot Exercise and Written Comments**
  - Enhanced transit/mode shift (32 dots)
  - Pedestrian and bike crossings of University Ave. (21 dots)
  - Parking issues on neighborhood streets (16 dots)
  - Cut through traffic (14 dots)
  - Bike system connectivity (9 dots)
  - Reduce speeds on neighborhood streets (5 dots)

Enhanced Transit

- **Enhanced Transit**
  - Giving lane to buses without expansion:
    - Concern regarding violations and speed differentials due to significant congestion upon opening
    - Requires about 20% reduction in MV traffic = 1987 traffic levels <or>
    - Requires 50% to 60% increase in transit ridership
    - BRT study did not propose dedicated lanes in this area due to ROW constraints
  - Transport 2020, Bus Rapid Transit, Other…?
- **Pending creation of Regional Transit Authority**

Enhanced Transit

- **Transit Priority**
  - Measures that allow transit (buses) to achieve quicker travel times, improve service reliability, and increase incentives for travel by transit
  - For this corridor potential measures could include:
    - Queue jump lanes at major intersections
    - Transit signal priority

Accommodate Modal Shift

- **All Roadway Modifications will Consider Impacts to:**
  - Pedestrians
  - Bicyclists
  - Transit Users
  - Motor Vehicles
- **Identify the Most Effective Means to Reduce SOMV Demand during Peak Hours**
  - Limit Parking
  - Park and Ride Opportunities
  - Incentives for Telecommuting and Staggered Shifts

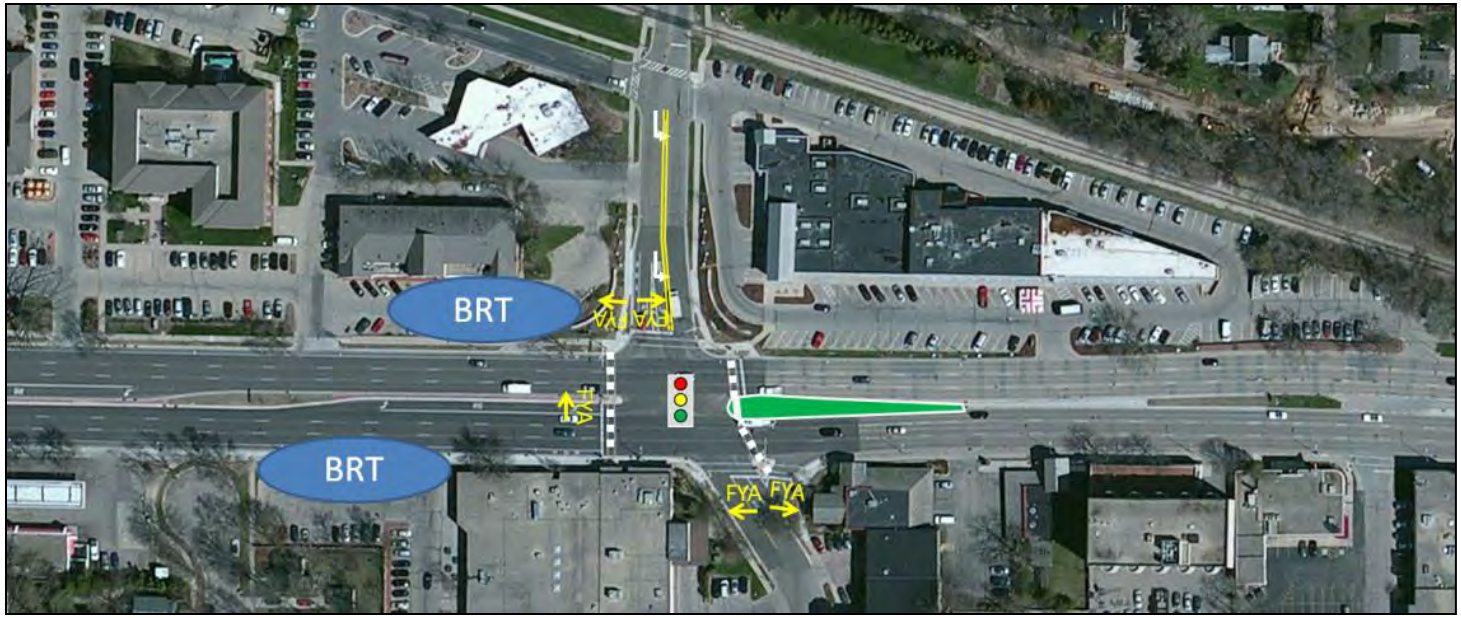
Bike and Pedestrian Crossings

- **Clearly Voiced Concerns and Proposals**

Citizens for Safe Corridors "Asks"	Current Status
Enhance corridor crosswalks	Investigating costs
"Vehicles Stop Here" signage at all stop bars	Investigating MUTCD usage, concern about over usage
Half signal at Blackhawk Avenue	May be possible, dependent on overall corridor modifications
Ped activated blankout signs "No Right-Turn When Pedestrians are Present"	Static signs more feasible, would be on a case by case basis
Advanced ped timings	Some exist, investigating others
Reduce speed limit to 30 mph	Speed data does not support this
Broad public education effort	Project team supports this

Bike and Pedestrian Crossings

- **Multiple modifications being considered at Shorewood Boulevard**



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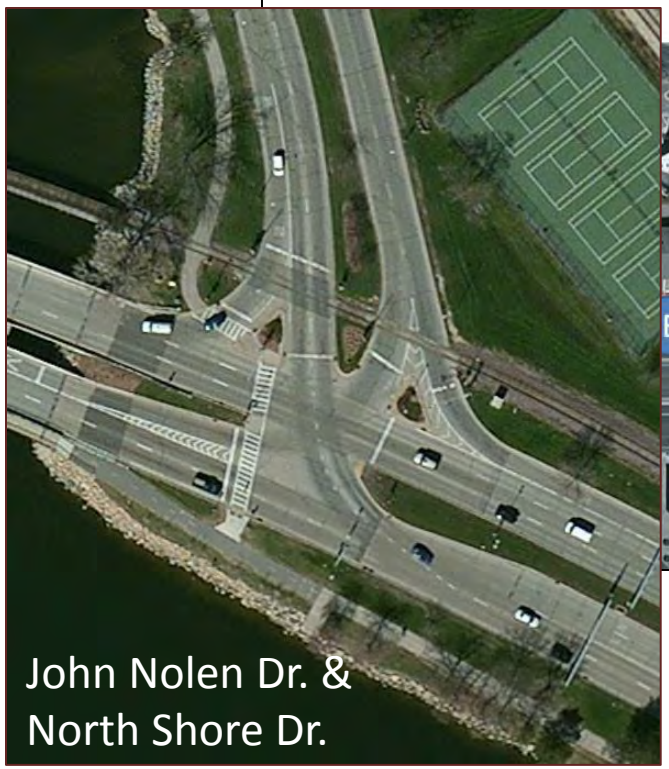
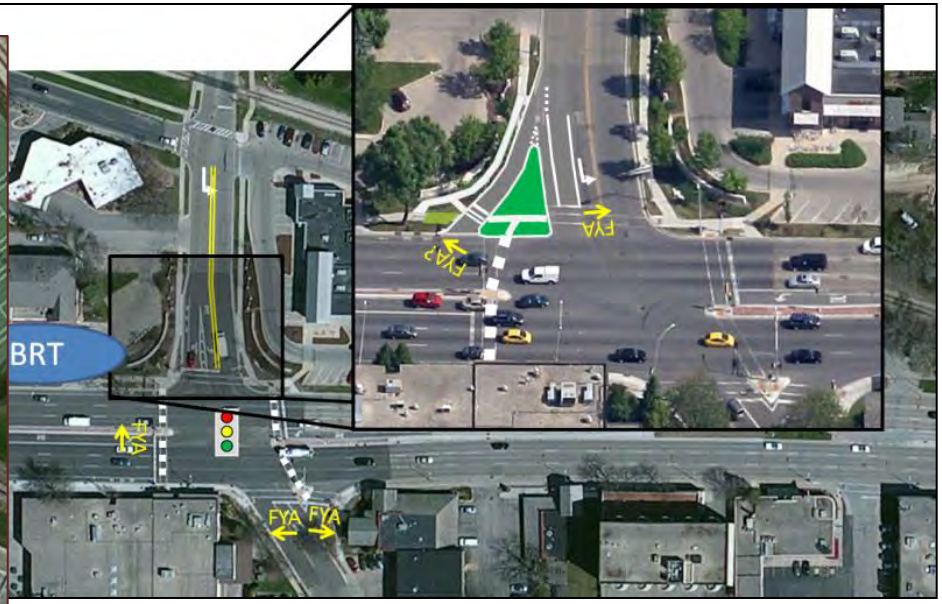


John Nolen Dr. &
North Shore Dr.

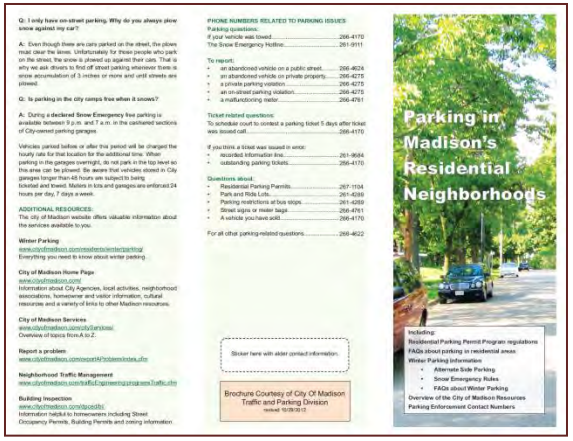


Neighborhood Parking

- **Streets are used by varying degrees by commuters who complete their trip by foot, bike, or bus**

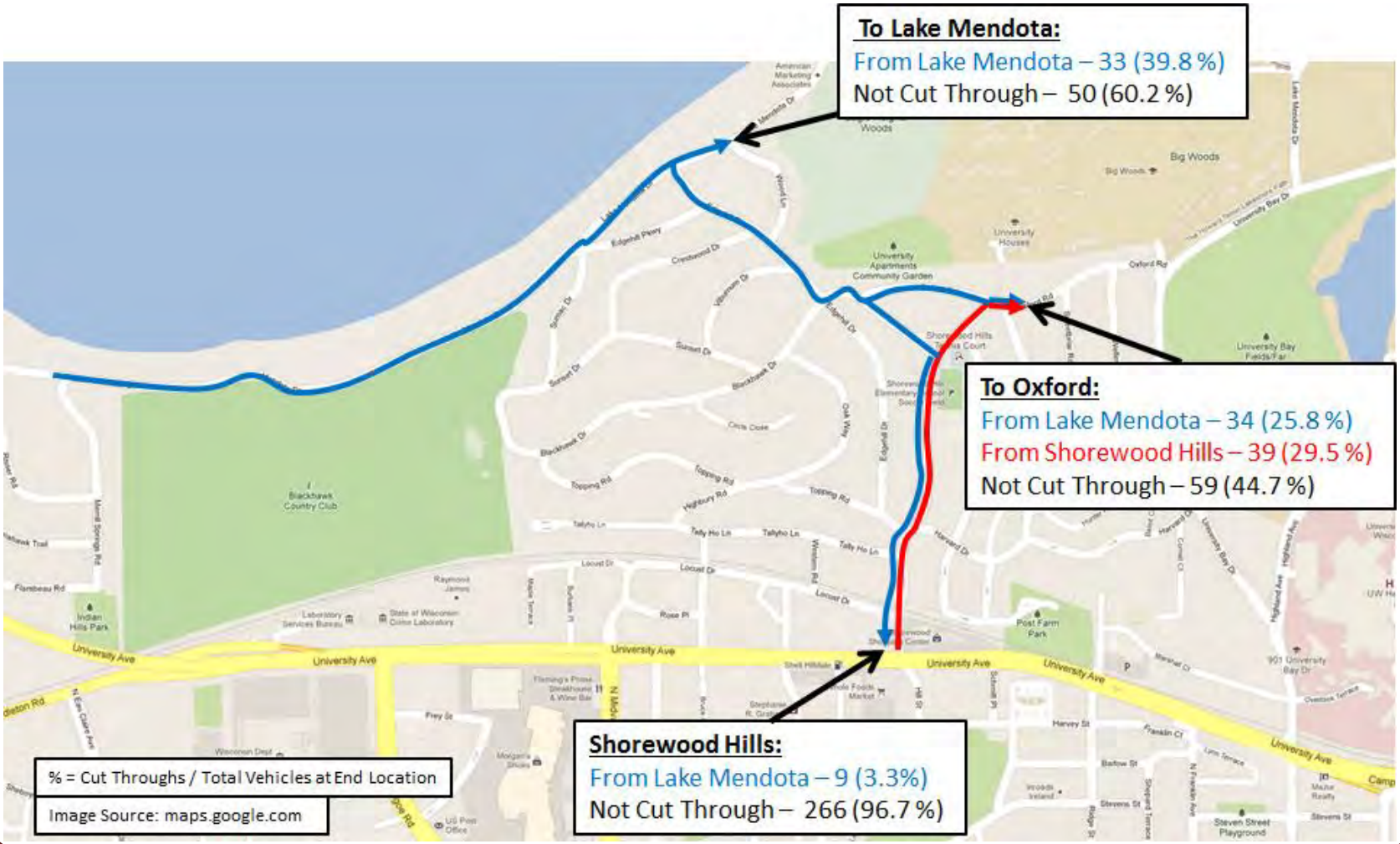
Neighborhood Parking

- **Consider participating in the RP3 program:**
  - Block by block program
  - Petition among neighbors showing >50% support and willingness to pay for permit parking program
  - At least one side or 50% must be zoned residential
  - A majority of the on street spaces must be occupied by commuter vehicles a majority of the time from 8:00 am to 6:00 pm.



Cut Through Traffic

- Field License Plate Survey – AM Inbound 7:30 to 8:30 AM



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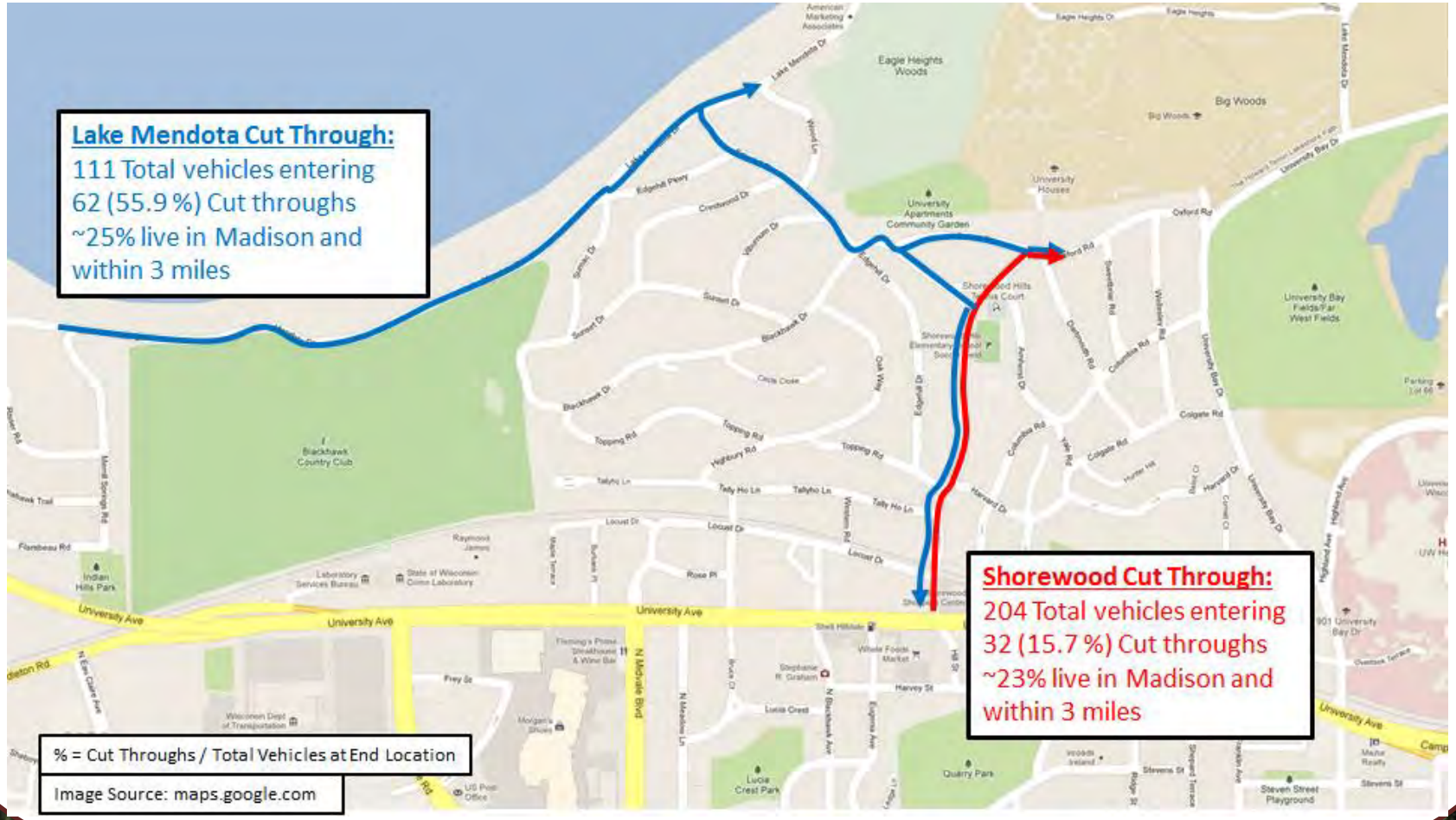

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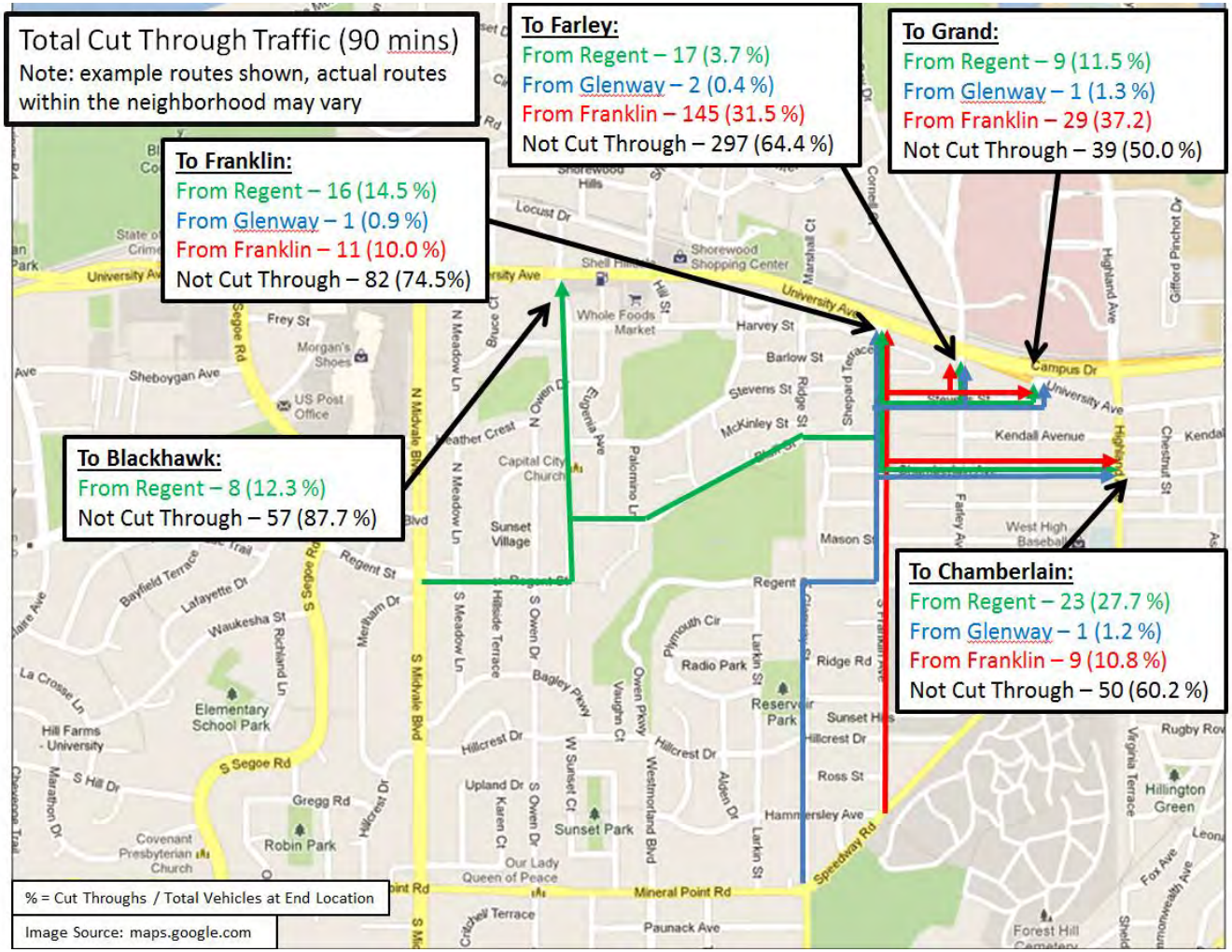

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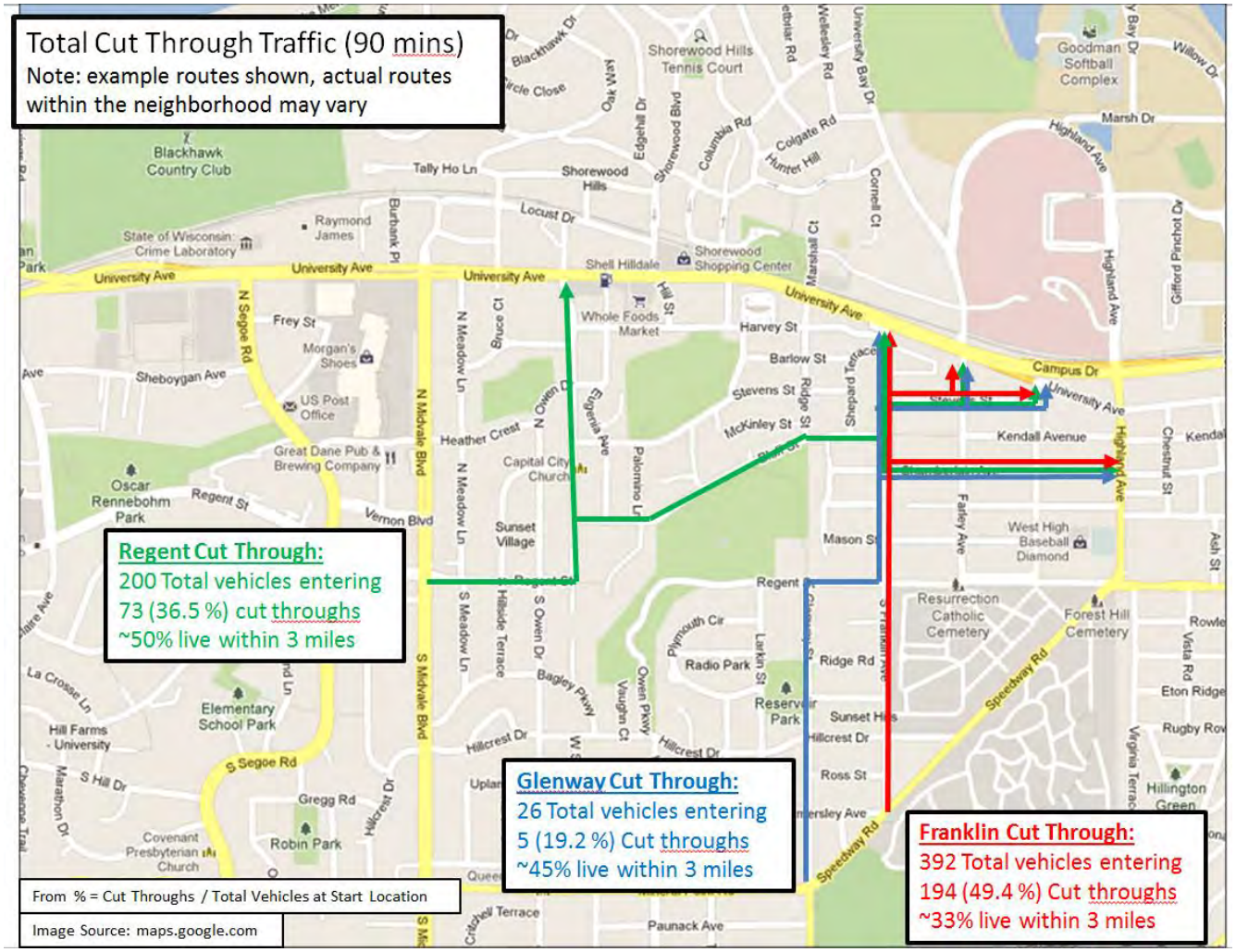

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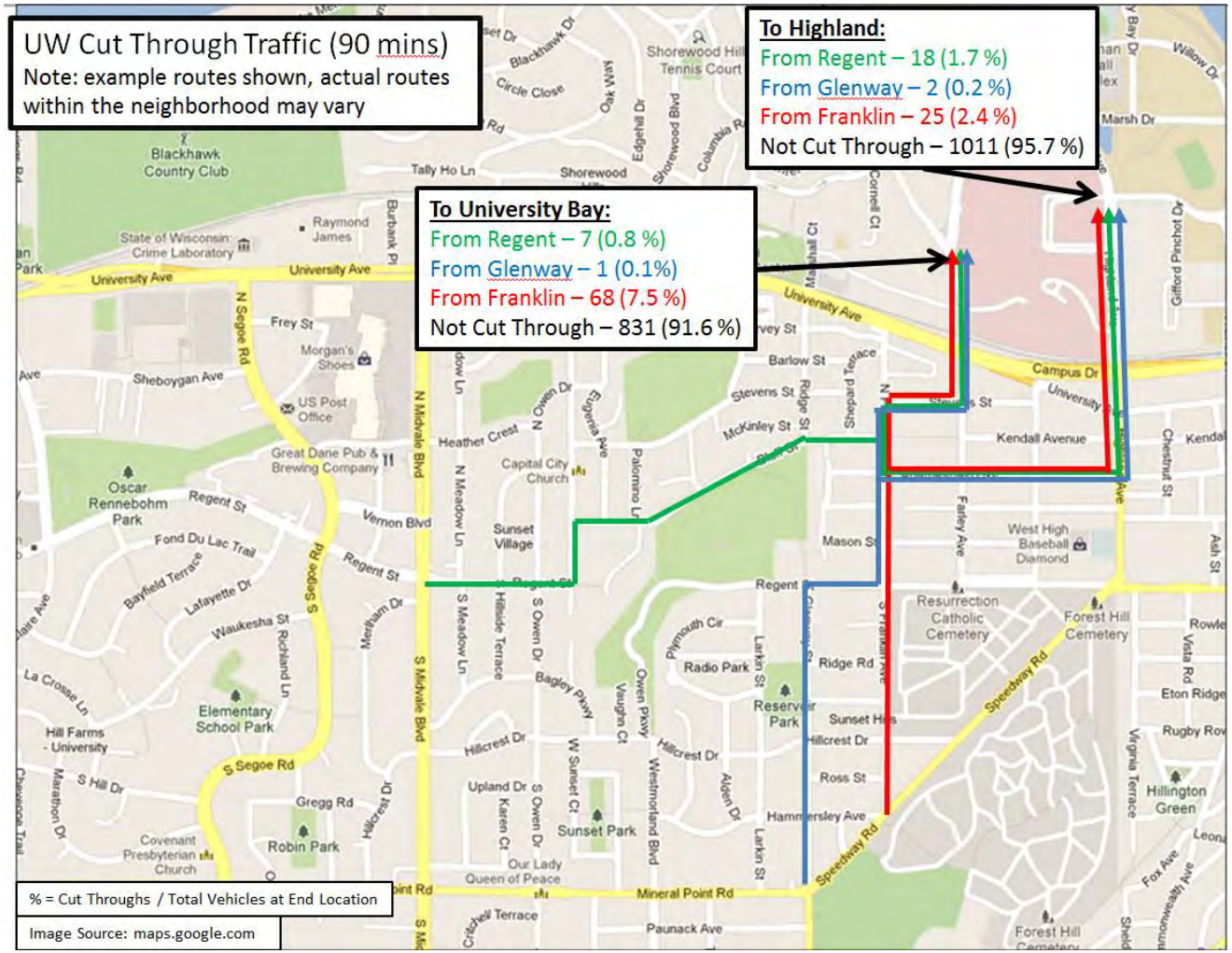
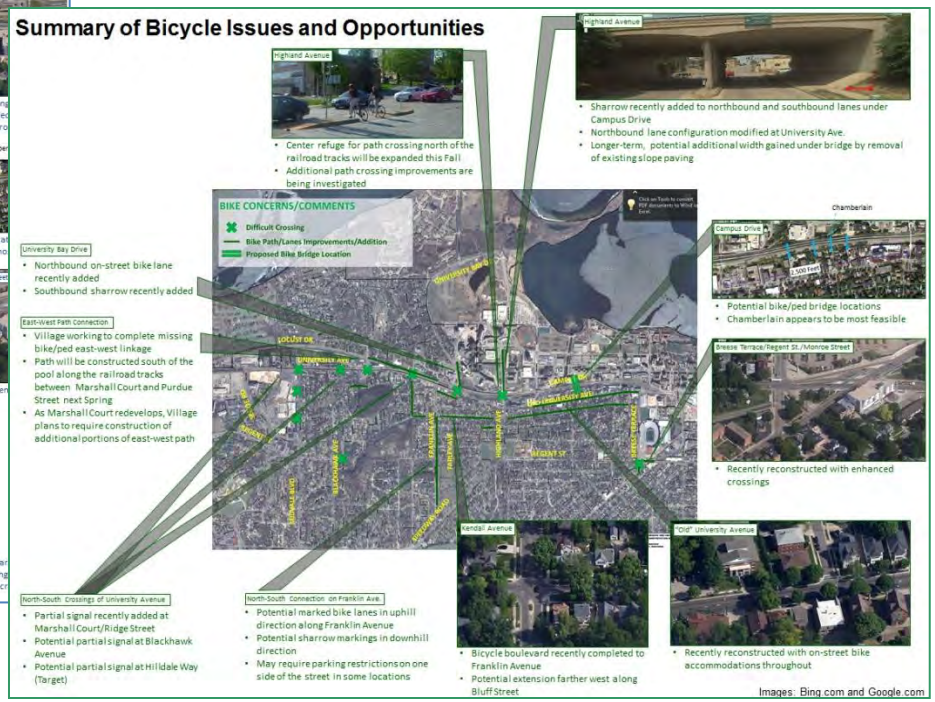


Cut Through Traffic

- **Mitigation Strategies**
  - Education
    - Yard signs encouraging slower speeds
    - Permanent speed display signs
    - First day of school/periodic roadside gatherings of neighbors
  - Enforcement (speed limit)
  - Engineering
    - Additional calming measures
    - Permanent changes in circulation (one-way streets or removal of access)

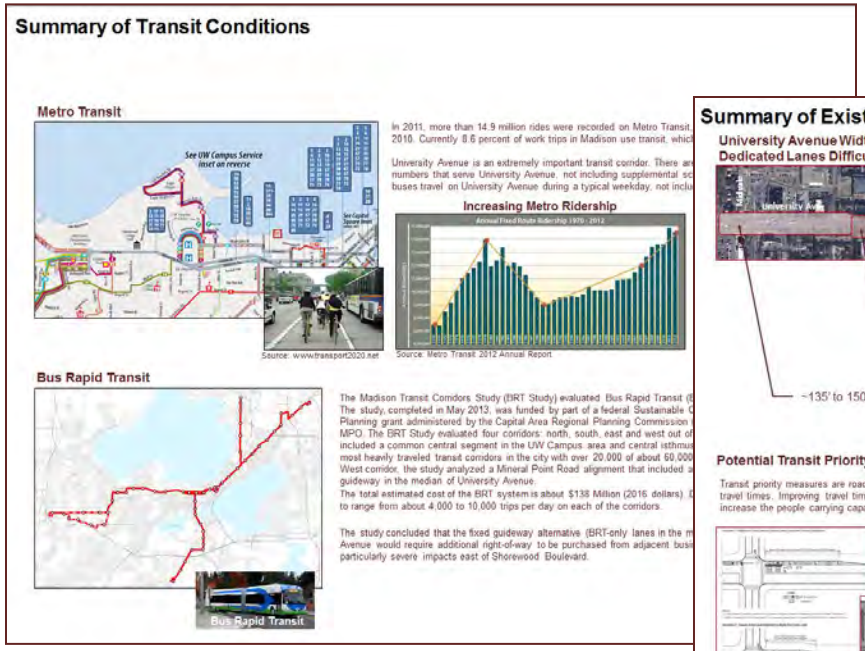
Workshop Exhibits:

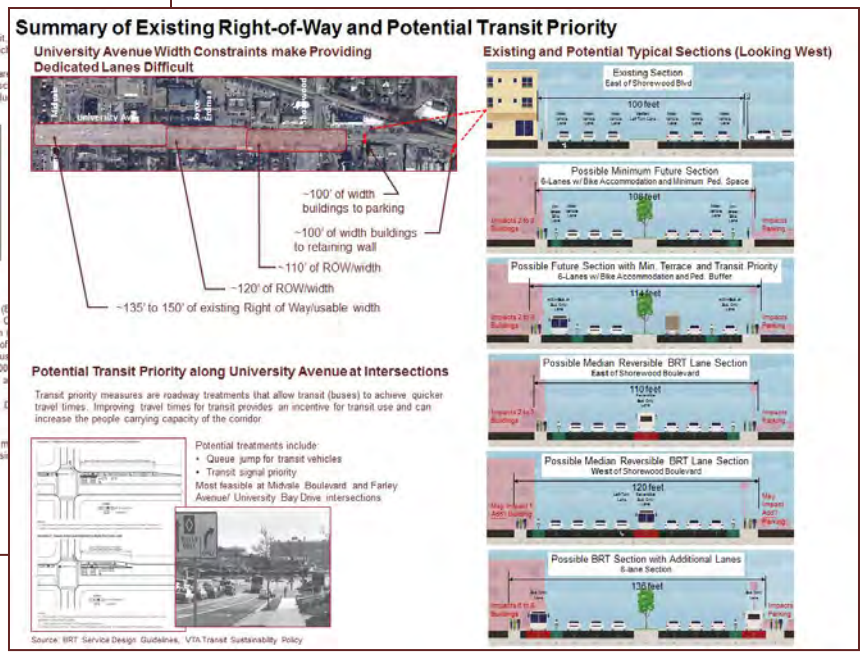
1. Pedestrian Issues and Opportunities
2. Bike Issues and Opportunities



Workshop Exhibits:

3. Summary of Transit Conditions
4. Existing ROW and Potential Transit Priority



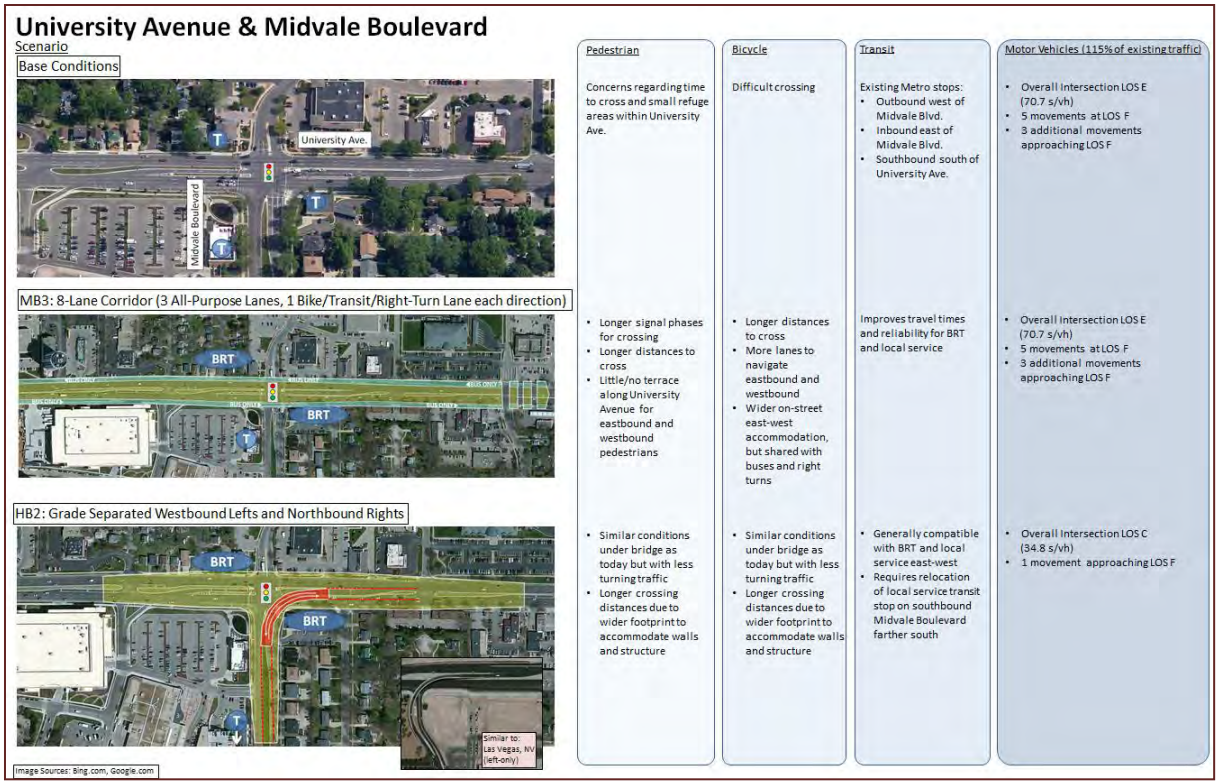


Workshop Exhibits:

5. Corridor Modification Options

Base conditions shown on top row of each set of exhibits

Options generally proceed from lower build to higher build



LB = Lower build, options that likely do not require property

MB = Medium build, likely require property but no relocations or grade separations

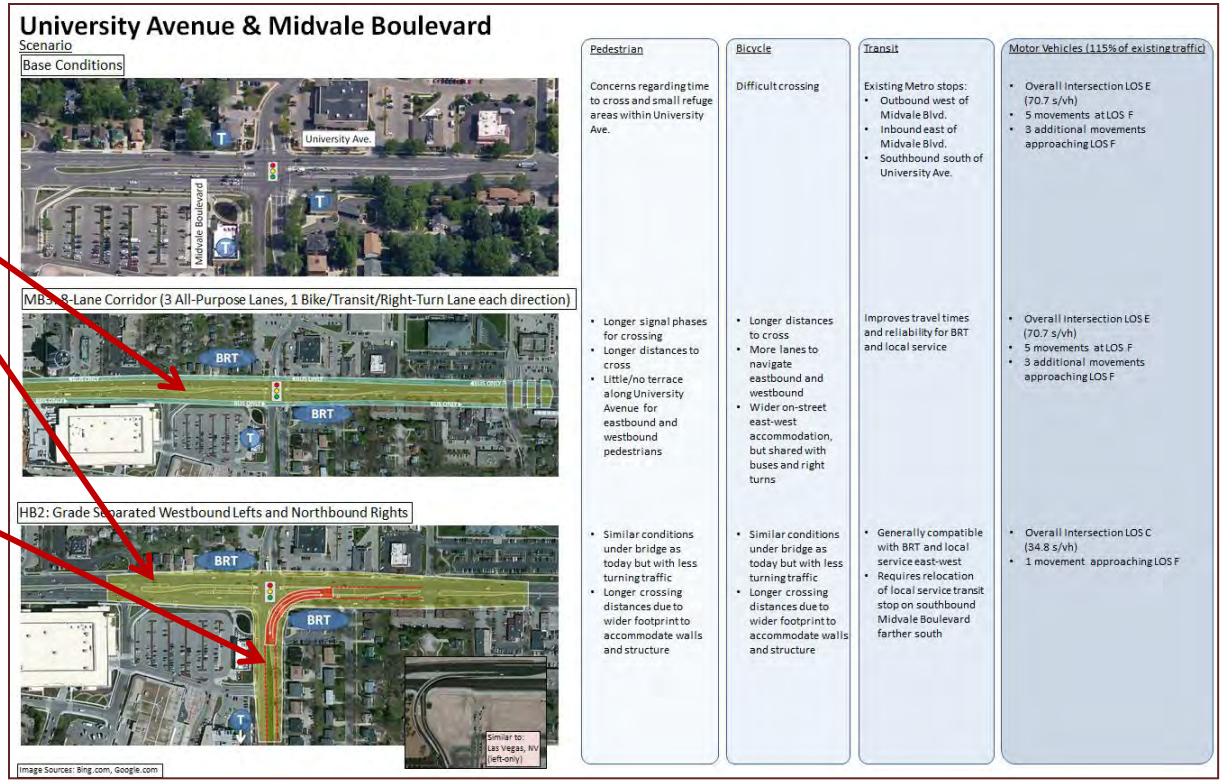
HB = Higher build, likely require property, relocations, and/or grade separations

Workshop Exhibits:
5. Corridor Modification Options

Yellow areas show approximate footprint

Orange/red areas show bridges/walls

Medium and Higher build Alternatives would include on-street bike accommodations



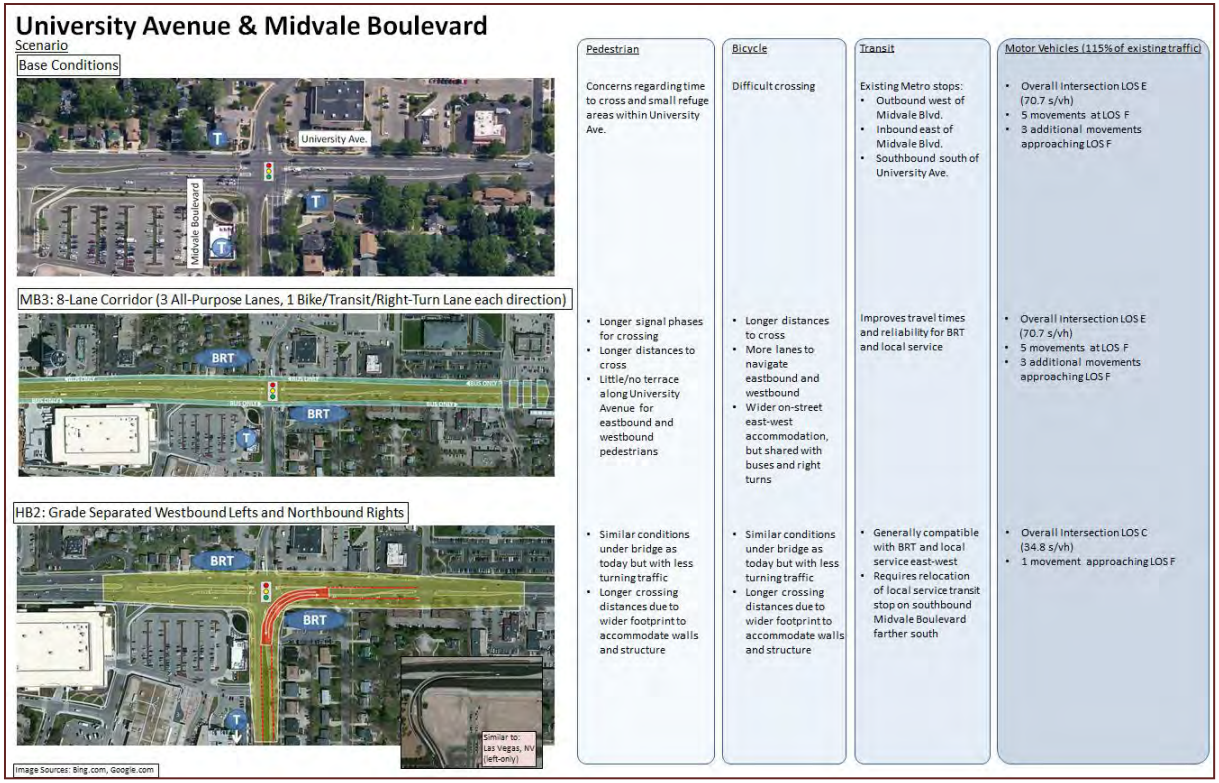
Workshop Exhibits:
5. Corridor Modification Options

BRT = Bus Rapid Transit

LOS = Level of Service for Cars and Buses

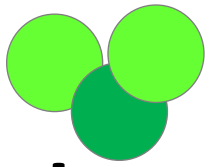
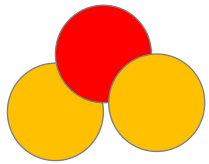
- A through D generally acceptable
- E indicates high congestion
- F indicates volume exceeds capacity

FYA = Flashing Yellow Arrow



Prioritization Exercise:

1. Add notes directly to the maps if you wish.
2. Place green “dot” stickers near modifications you feel are the highest priority or most desirable.



3. Place orange/red “dot” stickers near modifications you feel are low priority, or are not reasonable/desirable